

## ABSTRACT OF THE DISCLOSURE

An electrostatic ejection type ink jet head according to an embodiment of the present invention includes: first drive electrodes that are respectively provided for individual electrodes and are arranged closer to an insulating substrate side than an ink flow path; and a second drive electrode that is provided commonly among all of the individual electrodes and is arranged closer to a head substrate side than the first drive electrodes. At the time of recording of an image, ink ejection/non-ejection is controlled by biasing the second drive electrode to a predetermined voltage level having the same polarity as a fine particle component contained in ink and switching the first drive electrodes between a high-impedance state and a ground level in accordance with image data.